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(54) **ADVERTISEMENT FILTERING AND
STORAGE FOR TARGETED
ADVERTISEMENT SYSTEMS**

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725/34–36
See application file for complete search history.

(57) **ABSTRACT**

An advertisement storage and filtering system for selectively identifying targeted advertisements to be stored in the memory of the STB. This storing of the selected advertisements can be accomplished in a number of ways. In one embodiment, the advertisements, in real-time and as they are received at the STB, are processed by the STB and only those advertisements with the appropriate characteristics are stored on the hard drive (HD). This may require some buffering of the advertisements in the STB memory as the STB processes and determines whether or not to store the advertisement. The information required to determine whether or not to store the advertisement could also be sent in advance, e.g., as a data service in an advertisement channel. Alternatively, the STB may store incoming advertisements in a memory temporarily and subsequently determine whether or not to retain the stored advertisements.

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24 Claims, 9 Drawing Sheets

